WEWS

ORDER

Flight Dates **09/12/12-09/25/12**

Order Sep 00:30:00

Product

Estimate # **2680**

Contract / Revision **310693** /

OH US SEN JOSH MANDEL SEPT 1

Alt Order #

Original Date / Revision

Agency Com 15%

Billing Type Cash

09/11/12 10/01/12

Billing Contact

Order Type GENERAL

Billing Cycle EOM/EOC

Advertiser **Mandel / Republican / US Se**

7669 Stagers Loop
Delaware, OH 43015

Billing Calendar BROADCAST

Demographic A35+

Agency **Strategic Media Placement**

Rev Codes POL POL CAND

Buying Contact

Sales Office WEWSL

Product Codes PL

Sales Region LOC

Priority P-1

7669 Stagers Loop
Delaware, OH 43015

Agency Ref

Advertiser Ref

Primary Account Executive
WEWS Local Political

Account Executive	Order%	Start Date	End Date
WEWS Local Political	100%		

Order Share 100% Market Value 82700

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	116	$70,295.00	$82,700.00	0.00
Totals	116	$70,295.00	$82,700.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/25/12	116	$70,295.00	$82,700.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
N 1	WEWS	09/12/12	09/25/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	3	$450.00	P-2	0.00	NM	10	$4,700.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/10/12	09/16/12	--WTF--	3	$450.00	0.00
Week:	09/17/12	09/23/12	MTWTF--	5	$450.00	0.00
Week:	09/24/12	09/30/12	MT-----	2	$550.00	0.00

N 2	WEWS	09/12/12	09/25/12		CM	7-9a	MTWTF--	:30	3	$500.00	P-2	0.00	NM	10	$5,200.00

WEWS

Contract / Revision **310693** Flight Dates **09/12/12-09/25/12** Hiatus Dates

Original Date / Revision 09/11/12 / 10/01/12 Order Sep 00:30:00

Advertiser **Mandel / Republican / US S** Product **OH US SEN JOSH MANDEL** Estimate # **2680**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount	
				M-F GMA 7-9a M-F GMA 7-9a												
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
		Week: 09/10/12	09/16/12	--WTF--	3	$500.00	0.00									
		Week: 09/17/12	09/23/12	MTWTF--	5	$500.00	0.00									
		Week: 09/24/12	09/30/12	MT-----	2	$600.00	0.00									
N	3	WEWS	09/12/12	09/25/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	3	$175.00	P-3	0.00	NM	10	$1,750.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
		Week: 09/10/12	09/16/12	--WTF--	3	$175.00	0.00									
		Week: 09/17/12	09/23/12	MTWTF--	5	$175.00	0.00									
		Week: 09/24/12	09/30/12	MT-----	2	$175.00	0.00									
N	4	WEWS	09/12/12	09/25/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	2	$150.00	P-3	0.00	NM	6	$975.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
		Week: 09/10/12	09/16/12	--WT---	2	$150.00	0.00									
		Week: 09/17/12	09/23/12	MT--F--	3	$150.00	0.00									
		Week: 09/24/12	09/30/12	M------	1	$300.00	0.00									
		Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type					
		6	WEWS	09/24/12-09/30/12	M-F 10-11a	10-11a	M---------	:30	$225.00	0.00	NM					
N	5	WEWS	09/12/12	09/25/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	3	$800.00	P-2	0.00	NM	10	$9,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
		Week: 09/10/12	09/16/12	--WTF--	3	$800.00	0.00									
		Week: 09/17/12	09/23/12	MTWTF--	5	$800.00	0.00									
		Week: 09/24/12	09/30/12	MT-----	2	$1,300.00	0.00									
N	6	WEWS	09/12/12	09/25/12	M-F 12-1230pm News M-F 12p News	CM	12-1p	MTWTF--	:30	2	$175.00	P-3	0.00	NM	7	$1,325.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
		Week: 09/10/12	09/16/12	--W-F--	2	$175.00	0.00									
		Week: 09/17/12	09/23/12	-T-TF--	3	$175.00	0.00									
		Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type					
		3	*WEWS*	*09/17/12-09/23/12*	*M-F 12-1230pm News*	12-1p	-T-ThF----	*:30*	~~($175.00)~~	0.00	*NM*					
				See MG 6.8,6.9,6.10												
				[N/A ON ENTRY]												
		4	*WEWS*	*09/17/12-09/23/12*	*M-F 12-1230pm News*	12-1p	-T-ThF----	*:30*	~~($175.00)~~	0.00	*NM*					
				See MG 6.8,6.9,6.10												
				[N/A ON ENTRY]												
		5	*WEWS*	*09/17/12-09/23/12*	*M-F 12-1230pm News*	12-1p	-T-ThF----	*:30*	~~($175.00)~~	0.00	*NM*					
				See MG 6.8,6.9,6.10												
				[N/A ON ENTRY]												
		8	WEWS	09/17/12-09/21/12	M-F 9-10a	9-10a	MTWThF----	:30	$175.00	0.00	NM					
				Ⓜ MG for 6.5,6.3,6.4												
				[Per Whitney]												
		9	WEWS	09/17/12-09/21/12	M-F 9-10a	9-10a	MTWThF----	:30	$175.00	0.00	NM					
				Ⓜ MG for 6.5,6.3,6.4												
				[Per Whitney]												
		10	WEWS	09/17/12-09/21/12	M-F 9-10a	9-10a	MTWThF----	:30	$175.00	0.00	NM					
				Ⓜ MG for 6.5,6.3,6.4												
				[Per Whitney]												
		Week: 09/24/12	09/30/12	MT-----	2	$225.00	0.00									
N	7	WEWS	09/12/12	09/25/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	2	$600.00	P-2	0.00	NM	7	$4,400.00

WEWS

Contract / Revision **310693** Flight Dates **09/12/12-09/25/12** Hiatus Dates

Original Date / Revision 09/11/12 / 10/01/12 Order Sep 00:30:00

Advertiser **Mandel / Republican / US S** Product **OH US SEN JOSH MANDEL** Estimate # **2680**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
N 7	WEWS	09/12/12	09/25/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	2	$600.00	P-2	0.00	NM	7	$4,400.00

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 09/10/12	09/16/12	--W-F--	2	$600.00	0.00
Week: 09/17/12	09/23/12	M-W-F--	3	$600.00	0.00
Week: 09/24/12	09/30/12	MT-----	2	$700.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
N 8	WEWS	09/12/12	09/25/12	M-F 3-4P Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	2	$225.00	P-3	0.00	NM	6	$1,350.00

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 09/10/12	09/16/12	--WT---	2	$225.00	0.00
Week: 09/17/12	09/23/12	M-W----	2	$225.00	0.00
Week: 09/24/12	09/30/12	MT-----	2	$225.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
N 9	WEWS	09/12/12	09/25/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	3	$850.00	P-2	0.00	NM	10	$8,700.00

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 09/10/12	09/16/12	--WTF--	3	$850.00	0.00
Week: 09/17/12	09/23/12	MTWTF--	5	$850.00	0.00
Week: 09/24/12	09/30/12	MT-----	2	$950.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
N 10	WEWS	09/12/12	09/25/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	3	$1,100.00	P-2	0.00	NM	9	$10,300.00

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 09/10/12	09/16/12	--WTF--	3	$1,100.00	0.00
Week: 09/17/12	09/23/12	M-WTF--	4	$1,100.00	0.00
Week: 09/24/12	09/30/12	MT-----	2	$1,300.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
N 11	WEWS	09/12/12	09/25/12	SU 6-630p News SU 6-630p News	CM	6-630p	------S	:30	1	$800.00	P-2	0.00	NM	2	$1,600.00

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 09/10/12	09/16/12	------S	1	$800.00	0.00
Week: 09/17/12	09/23/12	------S	1	$800.00	0.00
Week: 09/24/12	09/30/12	-------	0	$0.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
N 12	WEWS	09/12/12	09/25/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWTF--	:30	3	$650.00	P-3	0.00	NM	3	$1,950.00

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 09/10/12	09/16/12	--WTF--	3	$650.00	0.00
Week: 09/17/12	09/23/12	-------	0	$0.00	0.00
Week: 09/24/12	09/30/12	-------	0	$0.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
N 13	WEWS	09/12/12	09/25/12	M-SU 11-1135P Late Nev M-SU 11-1135P Late Nev	CM	11-1135p	MTWTF-S	:30	3	$2,200.00	P-2	0.00	NM	9	$20,000.00

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 09/10/12	09/16/12	--W-F-S	3	$2,200.00	0.00
Week: 09/17/12	09/23/12	M-WTF-S	5	$2,200.00	0.00
Week: 09/24/12	09/30/12	M------	1	$2,400.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
N 14	WEWS	09/12/12	09/25/12	M-F 1135p-1202a Nightli M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	3	$300.00	P-3	0.00	NM	8	$2,250.00

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 09/10/12	09/16/12	--WT---	2	$300.00	0.00
Week: 09/17/12	09/23/12	M-WT---	3	$300.00	0.00

WEWS

Contract / Revision **310693** Flight Dates **09/12/12-09/25/12** Hiatus Dates

Original Date / Revision 09/11/12 / 10/01/12 Order Sep 00:30:00

Advertiser **Mandel / Republican / US S** Product **OH US SEN JOSH MANDEL** Estimate # **2680**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
N14	WEWS	09/12/12	09/25/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	3	$300.00	P-3	0.00	NM	8	$2,250.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/17/12	09/23/12	M-WT---	3	$300.00	0.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type
3	WEWS	09/17/12-09/23/12	*M-F 1135p-1202a Nightline* *See MG 14.8,14.9,14.10,14.11,14.12* [N/A ON ENTRY]	1135p-1207x	M-WTh-----	:30	~~($300.00)~~	0.00	NM
4	WEWS	09/17/12-09/23/12	*M-F 1135p-1202a Nightline* *See MG 14.8,14.9,14.10,14.11,14.12* [N/A ON ENTRY]	1135p-1207x	M-WTh-----	:30	~~($300.00)~~	0.00	NM
5	WEWS	09/17/12-09/23/12	*M-F 1135p-1202a Nightline* *See MG 14.8,14.9,14.10,14.11,14.12* [N/A ON ENTRY]	1135p-1207x	M-WTh-----	:30	~~($300.00)~~	0.00	NM
8	WEWS	09/24/12-09/25/12	M-F 3-4P Katie Ⓜ MG for 14.4,15.2,14.3,14.5	3-4p	MT--------	:30	$225.00	0.00	NM
9	WEWS	09/24/12-09/25/12	M-F 9-10a Ⓜ MG for 14.4,15.2,14.3,14.5	9-10a	MT--------	:30	$175.00	0.00	NM
10	WEWS	09/22/12-09/22/12	Sa 6a-8a News Ⓜ MG for 14.4,15.2,14.3,14.5	6-8a	------Sa--	:30	$350.00	0.00	NM
11	WEWS	09/17/12-09/23/12	Sa 6a-8a News Ⓜ MG for 14.4,15.2,14.3,14.5	6-8a	------Sa--	:30	$350.00	0.00	NM
12	WEWS	09/24/12-09/25/12	M-F 10-11a Ⓜ MG for 14.4,15.2,14.3,14.5	10-11a	MT--------	:30	$300.00	0.00	NM

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/24/12	09/30/12	MT-----	2	$250.00	0.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type
6	WEWS	09/24/12-09/30/12	*M-F 1135p-1202a Nightline* *Unresolved* [HRA/POL/P1]	1135p-1207x	MT--------	:30	~~($250.00)~~	0.00	NM

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
N15	WEWS	09/12/12	09/25/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	$500.00	P-2	0.00	NM	1	$500.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/10/12	09/16/12	-----S-	1	$500.00	0.00
Week:	09/17/12	09/23/12	-----S-	1	$500.00	0.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type
2	WEWS	09/17/12-09/23/12	*SA GMA 8-9a* *See MG 14.8,14.9,14.10,14.11,14.12* [n/a]	8-9a	------Sa--	:30	~~($500.00)~~	0.00	NM

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/24/12	09/30/12	-------	0	$0.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
N16	WEWS	09/12/12	09/25/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	------S	:30	1	$500.00	P-2	0.00	NM	2	$1,000.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/10/12	09/16/12	------S	1	$500.00	0.00
Week:	09/17/12	09/23/12	------S	1	$500.00	0.00
Week:	09/24/12	09/30/12	-------	0	$0.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
N17	WEWS	09/12/12	09/25/12	SU This Week 9-10a SU This Week 9-10a	CM	9-10a	------S	:30	1	$300.00	P-3	0.00	NM	2	$600.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/10/12	09/16/12	------S	1	$300.00	0.00
Week:	09/17/12	09/23/12	------S	1	$300.00	0.00
Week:	09/24/12	09/30/12	-------	0	$0.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
N18	WEWS	09/17/12	09/17/12	Monday Prime Special	CM	Monday Prime Spe	M------	:30	1	$2,500.00	P-2	0.00	NM	1	$2,500.00

WEWS

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Advertiser **Mandel / Republican / US S** Product **OH US SEN JOSH MANDEL** Estimate # **2680**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount	
				Monday Prime Special												
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
		Week: 09/17/12	09/23/12	M------	1	$2,500.00	0.00									
N	19	WEWS	09/12/12	09/25/12	Thursday Prime B	CM	9-10p	---T---	:30	1	$1,800.00	P-3	0.00	NM	1	$1,800.00
					Thursday Prime B											
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
		Week: 09/10/12	09/16/12	---T---	1	$1,800.00	0.00									
		Week: 09/17/12	09/23/12	-------	0	$0.00	0.00									
		Week: 09/24/12	09/30/12	-------	0	$0.00	0.00									
N	20	WEWS	09/12/12	09/25/12	Friday Prime C	CM	10-11p	----F--	:30	1	$1,400.00	P-3	0.00	NM	2	$2,800.00
					Friday Prime C											
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
		Week: 09/10/12	09/16/12	----F--	1	$1,400.00	0.00									
		Week: 09/17/12	09/23/12	----F--	1	$1,400.00	0.00									
		Week: 09/24/12	09/30/12	-------	0	$0.00	0.00									
													Totals	116	$82,700.00	